

May 22, 2020

Memorandum #2020-57

TO: askHRgreen.org Water Awareness Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Water Awareness Subcommittee – May 28, 2020

The next meeting of the **askHRgreen.org: Water Awareness Subcommittee** will be held **via Zoom** on **Thursday, May 28, 2020** at **10:00 a.m.** Participants can join the meeting using the following credentials:

<https://us02web.zoom.us/j/81281207512?pwd=OGd1YWZwS3l2UVk5blZmb2RQTmo5Zz09>

Meeting ID: 812 8120 7512

Password: 224884

Dial by your location

+1 929 205 6099 US (New York)

The agenda for the meeting is as follows:

1. Meeting Summary

The meeting summary from February is attached for review and approval.

Attachment 1

Action: Approve the meeting summary.

2. askHRgreen.org Event Schedule

The current listing of outreach events is as follows:

9/12	Go Green Market	Yorktown
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/3	Arlo's Shed Radio Promotion	Chesapeake
10/8-10/11	Suffolk Peanut Festival	Suffolk
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
TBD	SEVA CAI Community Association Day	Virginia Beach

**Need volunteers for this event.*

Action: Based on discussion.

3. FY20 Media Campaigns & Promotions

The following media and promotional campaigns are planned for this fiscal year:

- Imagine a Day Without Water paid media campaign (October) – *completed*
- Spring Fixing Leaks paid media campaign (March 16-22) – *completed*
- Spring Value of Water paid media campaign (May 4-10) – *completed*
- askHRgreen social media branding campaign – *ongoing*

Action: Based on discussion.

4. Building Flushing

The Committee will discuss progress on the building flushing video. Attached are the draft script, storyboard, and video concept files that were sent out via email for reference. HRPDC staff will provide an update of media coverage to date.

Attachment 4A, 4B, 4C

Action: Based on discussion.

5. Printing & Promotional Items

The water bottle stickers have arrived. The Committee should discuss whether or not to pursue seed bookmarks and skoy cloths at this time as well as any additional promotional or printing needs.

Action: Based on discussion.

6. Roundtable

Committee members should provide any updates or news from their local programs and discuss ongoing messaging in response to the COVID-19 pandemic.

Action: Based on discussion.

7. Staff Reports

H2O Update – HRPDC staff will provide a brief update.

The current *FY20 budget* is attached for review.

FY21 Planning - The Committee should review the *draft FY21 budget* and discuss program priorities and budget allocations for the upcoming fiscal year.

Digital Marketing Report – The reports for March and April activity are attached for review.

Attachment 7A, 7B, 7C

Action: Based on discussion.

Next Meeting: The next meeting is scheduled for Thursday, June 25, 2020.